

# REQUEST FOR PROPOSALS

**DATED: 20 March 2015**

- A. The V Commonwealth Youth Games hosted by Samoa will be held in Apia from 05 to 11 September 2015. The Games will involve 71 Commonwealth countries and territories from all 6 regions of the world – Africa, Americas, Asia, Caribbean, Europe and Oceania. It will bring to Apia over some 2,000 athletes, team & technical officials, dignitaries, and the Media. This does not count the many team supporters and parents of the young athletes and the local population who will flock to watch this once-in-a-lifetime sporting event.
- B. The Commonwealth Youth Games 2015 Company Ltd (“the Company”) invites Proposals in this Public Tender from qualified companies for the rights to use the marks in Paragraph C below to be reproduced through printing on commemorative merchandise for souvenirs as indicated in paragraph D below, distribute and sell the commemorative merchandise for the promotion of the Samoa Commonwealth Youth Games brand before, during and after the Games (“the Services”).
- C. The commemorative merchandise for souvenirs will incorporate the following marks, as noted below:
- i. Artwork or artist’s rendering will be provided to successful Bidders in Illustrator format.
  - ii. Brand specifications are available at the following link:  
[http://www.thecgf.com/about/CGF\\_Brand\\_Standards\\_Manual\\_2008.pdf](http://www.thecgf.com/about/CGF_Brand_Standards_Manual_2008.pdf)
  - iii. The Official Samoa 2015 Games Logo and Official Games Mascot Logo, below, are for reference only.
  - iv. Bidders may not distribute, use or otherwise deal with either the Official Samoa 2015 Games Logo or Official Games Mascot Logo or both without consent by the Company. Failure to comply will result in legal prosecution.



- D. Such commercial merchandise may include (but not limited to) the following products:
- a) Apparel – jackets, hoodies, t-shirts, sweat shirts and pants, shorts, rain wear bearing Official Samoa 2015 Games Logo and Official Games Mascot
  - b) Headwear – ball caps, other hats bearing Official Samoa 2015 Games Logo and Official Games Mascot
  - c) Accessories - backpacks, water bottles, cell phone holders, umbrellas, bearing Official Samoa 2015 Games Logo and Official Games Mascot
  - d) Pins, badges, and ties bearing Official Samoa 2015 Logo and Official Games Mascot
  - e) Novelty – pens, pencils, key rings, fans, spoons, stationary items, bottle openers, bottle coolers, wrist bands, USB sticks, mugs bearing Official Samoa 2015 Games Logo and Official Games Mascot
  - f) Toys – stuffed animals of the Official Samoa 2015 Games Mascot
  - g) Any other product bearing the Official Samoa 2015 Games Logo and Official Games Mascot
- E. Bidders are invited and encouraged in their applications to identify products not listed in D.
- F. The Company reserves the right to award licenses for products other than for those products listed in D.
- G. The marks as depicted above shall only be used on the commercial merchandise listed in paragraph D above in accordance with the Brand Specifications noted in Paragraph D (a) to (g).
- H. All Proposals must contain the following requirements or information:
1. Background information and current scope of business which includes:
    - a. Current business license and Certificate of Incorporation
    - b. Business Curriculum Vitae which stipulates experience in the supply of this type of Service or similar Service
    - c. Nature and extent of current business and operations in Samoa
    - d. Management team and key personnel
    - e. Knowledge of marketplace
    - f. Financial capability to undertake becoming a licensee by providing a letter of reference from the Bidders current business financial institution
    - g. Any information on pending litigation
    - h. Relevant experience as a licensee of products similar to the products listed above with references for each
    - i. Optional supporting material, if applicable

2. Proposals must include the specific descriptions of the Services as follows:

- a. the amount/quantity and details of the products stated in paragraph D above that is to be produced by the Bidder;
- b. the distribution/delivery of the printed products and selling of such products to third parties by the Bidder;
- c. the proposed amount in Samoan **TALA (SAT\$)** the Bidder is offering the Company for the rights to provide and carry out the Services;
- d. An indication of the expected retail pricing on the branded products/merchandise;
- e. Summary of cost and schedule of prices to which the Bidder relies in for the proposed amount under clause 2(c) above;
- f. the promotional aspects or how the Bidder is going to promote the products;
- g. Quality Control procedures and practices to ensure all materials produced will be of quality and the integrity of trademarks of the Games to be maintained at all times;
- h. Methodology and approach to licensing product—describe distribution channels and wholesale and retail arrangements;
- i. Indicative financial model of Financial proposal including reporting and controls with proposed methodology of compensation; provide indication of expected total sales of licensed product(s); and
- j. Any other relevant information

3. Proposals submitted by Bidders must not be for products or services of an offensive or inappropriate nature which would bring the marks, the Company, Samoa or any other Authority in disrepute.

I. All information provided shall be treated in confidence and will be used only for examining the submitted Proposals.

J. The Language of the Proposals shall be **English**.

K. Proposals must be provided to the Company electronically or by mail.

L. Proposals submitted should satisfy all requirements set out above.

M. For further information or clarification in relation to this request, please contact the following persons at the contacts noted below:

Tuala Falani Chan Tung  
Landline: 21991  
Email: [falani@samoacyg2015.ws](mailto:falani@samoacyg2015.ws)

Or

Ms Moira Lassen  
Landline: 21991  
Email: [moira@samoacyg2015.ws](mailto:moira@samoacyg2015.ws)

N. All proposals must:

(a) be marked:

**“Request for Proposals: Supply of Services in designing, producing, distributing and selling commemorative merchandise for Souvenirs in promoting the Commonwealth Youth Games 2015”**

**AND**

(b) addressed and delivered to the following address no later than Monday 13 April 2015 at 4:00pm:

Attention: F. Vitolio Lui  
Chief Coordinator,  
SCYG2015 Secretariat Office,  
Level 5,  
FMFMII Building,  
Apia, Samoa

O. The Company reserves the right to decline any Proposals at its discretion.

P. Late Proposals shall be rejected and returned to the Bidders unopened.

Q. Award of any Proposal is subject to the finalization of a licensing agreement between the Company and other appropriate Authority with the Bidder submitting the most compliant and attractive Proposal.

R. The Company will reserve the right to consider and appoint multiple suppliers.